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IN THE CLAIMS

Please consider the claims as follows:

1. (currently amended) A system for suggesting programs, comprising;
a menu, wherein certain criteria are provided to assist a search of programs for suggestion;

a control, wherein desired search criteria can be selected;

a database of descriptions of a plurality of programs; and

a processor, wherein the processor performs the search of programs for selection by searching the database of program descriptions with the selected search criteria and other search criteria selected from a thesaurus in response to said selected search criteria, the processor generating a list of suggested programs for viewing.

2. (currently amended) The system of claim 1, wherein the selected search criteria is a mood criteria, wherein the mood criteria allows the selection of a subjective mood.

3. (currently amended) The system of claim 2, wherein the subjective mood is at least one of one or more of serious, thoughtful, light, tired, sad, happy and or blue, wherein when a first mood is selected, the processor presents selection of a mood opposite the first mood, and wherein selected moods are cross-referenced to key words from thea thesaurus, the key words used to search the database.

4. (original) The system of claim 1, wherein the search criteria is a type, wherein the type criteria allows the selection of a type of program.

5. (original) The system of claim 4, wherein the type is one or more of action, horror, foreign, adult, comedy, sitcom, black and white, thriller, sci-fi, drama, documentary, biography, western, murder, or mystery.

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6. (original) The system of claim 1, wherein the search criteria includes a categories/genre criteria, wherein the category/genre criteria allows for the selection of a program category.

7. (original) The system of claim 6, wherein the program category is one or more of educational, childrens, sports, news, movie, cartoon, documentary, or specials.

8. (original) The system of claim 1, wherein the search criteria is actor, wherein the actor criteria allows the selection of an actor.

9. (original) The system of claim 8, wherein the actor may be selected by entering one or more of an actor's name, and a portion of an actor's name, wherein when the portion of the actor's name is entered, the processor searches for a closest match to the portion of the actor's name.

10. (original) The system of claim 1, wherein the search criteria is a time criteria, wherein the time criteria allows the selection of a preferred time.

11. (original) The system of claim 10, wherein the preferred time is one or more of the preferred time of day, the preferred duration, or the preferred day of the week.

12. (original) The system of claim 1, wherein the search criteria is a year criteria, wherein the year criteria allows the selection of the year of the program.

13. (original) The system of claim 12, wherein the year of the program is the current year, five to ten years old, ten to twenty years old, twenty to forty years old, or older than forty years.

14. (original) The system of claim 1, wherein the search criteria includes a standard rating criteria, wherein the standard rating criteria allows the selection of the program's rating.

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15. (cancelled).

16. (original) The system of claim 1, wherein the search criteria is a negative search criteria, wherein the negative search criteria allows the entry of words descriptive of a program of no interest, and wherein if the descriptive words are found in a program, the program is excluded from the list of suggested programs.

17. (cancelled).

18. (original) The system of claim 1, wherein the control allows cursor movement on the menu.

19. (original) The system of claim 1, wherein the control allows the entering of words.

20. (original) The system of claim 1, wherein the control is a remote control.

21. (original) The system of claim 1, wherein the programs are movies.

22. (original) The system of claim 1, wherein the program descriptions are programs abstracts.

23. (original) The system of claim 1, wherein the program descriptors include video clips of the program.

24. (original) The system of claim 1, wherein the search criteria are key words that are used to search the database.

25. (cancelled).

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26. (currently amended) The system of claim 1, further comprising at least one submenu corresponding to one of the search criteria, wherein the submenu contains key words, which may be selected, further refining the search.

27. (currently amended) The system of claim 26, wherein the search criteria that at least one the submenu corresponds to is mood, and the submenu contains a list of subjective moods.

28. (original) The system of claim 26, wherein the search criteria that at least one the submenu corresponds to is type, and the submenu contains a number of descriptive adjectives of the types of programs.

29. (cancelled).

30. (cancelled).

31. (cancelled).

32. (cancelled).

33. (cancelled).

34. (original) The system of claim 1, further comprising a selection menu, wherein the selection menu lists the suggested programs found by the search.

35. (original) The system of claim 34, wherein the list includes the program descriptions of the suggested programs.

36. (original) The system of claim 35, wherein the control may be used to select a suggested program.

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37. (original) The system of claim 1, wherein the search criteria is a personal profile of a viewer.

38. (original) The system of claim 37, wherein the personal profile includes demographic data.

39. (original) The system of claim 37, wherein the personal profile is generated with answers to a series of questions presented to the viewer.

40. (original) The system of claim 39, wherein the series of questions are presented to the viewer by a plurality of menus.

41. (currently amended) The system of claim 39, wherein ~~one of~~ the series of questions asks that at least one of a viewer's name, a viewer's age, a viewer's sex, a viewer's place of birth, a viewer's place of higher education, a viewer's employment type, a viewer's level of education, a viewer's amount of television viewing, a number of programs watched in particular categories by the viewer.

42. (cancelled).

43. (cancelled).

44. (cancelled).

45. (cancelled).

46. (cancelled).

47. (cancelled).

48. (cancelled).

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49. (cancelled).

50. (original) The system of claim 37, wherein the personal profile is stored in a memory.

51. (original) The system of claim 1, wherein the programs are arranged by particular program categories.

52. (currently amended) The system of claim 51, wherein the particular categories include at least one of sports, movies, documentaries, and sitcoms.

53. (cancelled).

54. (cancelled).

55. (cancelled).

56. (original) The system of claim 1, wherein the programs are electronic books.

57. (original) The system of claim 1, further comprising a viewer that displays the menu, search results, and program description.

58. (currently amended) The system of claim 57, wherein the viewer is located at a video rental store, and the programs are videos for rental and sale.

59. (original) The system of claim 57, wherein the viewer is located at a library.

60. (original) The system of claim 57, wherein the viewer is located at a bookstore.

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61. (currently amended) The system of claim 57, wherein the viewer is at least one of a display of a personal computer and a television display.

62. (cancelled)

63. (original) The system of claim 1, wherein the processor targets advertisements to an individual subscriber, based on the subscriber's personal profile and a current program selection.

64. (original) The system of claim 63, wherein the advertisement is one of a commercial, a promotional and an infomercial.

65. (original) The system of claim 63, wherein the advertisements include an interactive selection feature, the interactive selection feature allowing the subscriber to purchase an item advertised.

66. (original) The system of claim 63, wherein the advertisements are displayed on a portion of a menu showing the search criteria.

67. (currently amended) An apparatus for suggesting programs, comprising:
a memory, wherein program abstracts are stored;
a control coupled to the memory, wherein viewer preferences can be entered;
and

a processor coupled to the memory and the control, wherein the processor performs a search of the program abstracts based on the entered preferences and other preferences selected from a thesaurus in response to said entered preferences, wherein said processor suggests a program based on the search.

68. (original) The apparatus of claim 67, wherein graphics are stored in the memory, the apparatus further comprising:
a graphics decompressor that decompresses the graphics stored in memory;

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a text generator coupled to the graphics decompressor that generates text for a menu; and

a video combiner coupled to the text generator, wherein the processor, graphics decompressor, text generator, and video combiner generate at least one menu.

69. (original) The apparatus of claim 67, wherein the processor directs the displaying of menus

and wherein the menus can be navigated with the control.

70. (original) The apparatus of claim 68, wherein the menus facilitate the entry of preferences.

71. (original) The apparatus of claim 68, wherein the menus contain search criteria that are selected to reflect viewer preferences.

72. (original) The apparatus of claim 71, wherein the processor, graphics decompressor, text generator, and video combiner generate a series of submenus that allow the viewer to choose entries indicative of viewer preferences.

73. (currently amended) A system for suggesting videos to rent, comprising:
a plurality of menus that present a series of questions, wherein answers to the questions are used to build a personal profile;
a control, whereby the answers to the questions may be entered;
a processor coupled to the control, wherein the processor interprets the answers to build the personal profile and uses the personal profile to suggest programs; and
a memory coupled to the processor, wherein the personal profile and information about a plurality of programs are stored in the memory; wherein
said plurality of menus comprise at least one mood question menu that presents questions to determine a viewer's mood.

74. (cancelled).

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75. (original) The system of claim 73, wherein the processor compares the personal profile, the viewer's mood, and the information about the programs to suggest a program.

76. (original) The system of claim 75, wherein the personal profile, the viewer's mood, and the information about the programs are assigned different weights that affect the program suggestion.

77. (original) The system of claim 73, wherein historical data is maintained in the memory and analyzed by the processor in order to learn a personal profile.

78. (original) The system of claim 73, wherein the historical data includes viewer programs watched data.

79. (cancelled).

80. (cancelled).

81. (cancelled).

82. (cancelled).

83. (cancelled).

84. (cancelled).

85. (cancelled).

86. (cancelled).

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87. (currently amended) An Interactive kiosk, using a search algorithm, for suggesting programs for viewing by a subscriber, comprising:

a database of program available for selection by the subscriber;

an interface that receives inputs from the subscriber and displays results to the subscriber;

a memory coupled to the interface that receives information related to program preferences of the subscriber, wherein the program preferences include the inputs from the subscriber;

a processor coupled to the database and the memory, the processor searching the database, based on the program preferences and other preferences selected from a thesaurus in response to said program preferences and the search algorithm, to generate a list of suggested programs, the list displayed on the interface.

88. (original) The kiosk of claim 87, wherein the information related to program preferences includes viewer habits related to one or more of programs watched and subscriber demographic data.

89. (original) The kiosk of claim 87, wherein the inputs includes subscriber responses to queries displayed at the interface.

90. (cancelled).

91. (cancelled).

92. (cancelled).

93. (cancelled).